

## 2011 Idaho Tourism Prime Season Magazine Co-ops

The Idaho Division of Tourism's Prime Season Magazine Co-op Program is a unique way for Idaho organizations to align themselves with the current Idaho Tourism marketing campaigns. The program allows participants to leverage the State's media efforts with while promoting Idaho as a premiere vacation destination.



- Magazine co-ops are designed as full-page ads and traditionally require 3 partners.
- The top half of the ad will feature the State's message and image.
- The bottom portion of the ad is divided into equal parts between the partners with each getting one photo, logo and 20 words of copy, phone number and URL.
- The cost to participate is based on the 1/6<sup>th</sup> ad cost.
- Co-op magazine selections include those with strong circulation and editorial serving the Northwest.
- Other magazines can be considered depending on interest.
- No more than two complete co-ops per magazine are permitted.
- New for 2011 are online considerations.

Magazine	Circulation	Full Page Gross Rate	ITC's Co-op Rate	Per Partner Rate if 3...
Alaska Air	68,000	\$11,090	\$5,545.00	\$1,848.33
Backpacker	186,172	\$3,586.00	\$1,793.00	\$597.67
Horizon Air	35,000	\$11,090	\$5,545.00	\$1,848.33
Links-Western Edition	70,000	\$6,800	\$3,400.00	\$1,133.33
MNI-Portland - Home category	68,710	\$9,707.85	\$4,853.93	\$1,617.98
MNI-Seattle - Home category	99,060	\$12,976.20	\$6,488.10	\$2,162.70
NW Travel	40,000	\$2,582.00	\$1,291.00	\$430.33
SkyWest Air	80,000	\$6,900.00	\$3,450.00	\$1,150.00
Via-ID/OR	410,000	\$9,430.00	\$4,715.00	\$1,571.67
Via-MT/WY	100,000	\$3,710.00	\$1,855.00	\$618.33
Western Journey	530,000	\$13,100.00	\$6,550.00	\$2,183.33

Note: The family magazines for MNI are Family Fun, Parents, Parenting, American Baby

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